

This listing of claims will replace all prior versions, and listings, of claims in the application.

**Listing of Claims:**

1. (Currently Amended) A computer-implemented method for facilitating user customization of the image content of an image container in an electronic product design, the method comprising

displaying, by at least one processor, an electronic product design to a user, the product design containing at least one user-customizable image containers, the image container having image content displayed to the user, the displayed image content of the image container being a portion of a base image;

while the product design is being displayed to the user, allowing, by at least one processor, the user to select the image container in the product design for customization of the portion of the base image to be displayed as the image content of the image container, and

while the product design is being displayed to the user and the image container is selected, allowing, by at least one processor, the user to activate a cropping tool for the selected image container, the cropping tool upon activation displaying to the user both the entire base image and a cropping indicator positioned to indicate to the user the portion of the base image that is the current displayed image content of the selected image container in the displayed product design.

2. (Canceled)

3. (Previously Presented) The method of claim 1 further comprising allowing, by at least one processor, the user to modify the size of the cropping indicator relative to the base image.

4. (Previously Presented) The method of claim 3 wherein the user is prevented, by at least one processor, from changing the ratio of cropping indicator height to cropping indicator width during modification of the cropping indicator size.

5. (Previously Presented) The method of claim 3 wherein, upon completion of a cropping indicator size modification, the selected image container is updated, by at least one processor, to incorporate the portion of the image indicated by the modified cropping indicator.

6. (Previously Presented) The method of claim 1 further comprising allowing, by at least one processor, the user to reposition the cropping indicator relative to the base image.

7. (Previously Presented) The method of claim 6 wherein, upon completion of a cropping indicator repositioning, the selected image container is updated, by at least one processor, to incorporate the portion of the base image indicated by the repositioned cropping indicator.

8-10. (cancelled)

11. (Previously Presented) A computer-implemented system for facilitating user customization of the image content of an image container in an electronic product design, the system comprising

means for displaying an electronic product design to a user, the product design containing at least one user-customizable image containers, the image container having image content displayed to the user, the displayed image content of the image container being a portion of a base image;

means for allowing the user to select an the image container in the product design for customization of the portion of the base image to be displayed as the image content of the image container while the product design is being displayed to the user, and

means for allowing the user to activate a cropping tool for the selected image container while the product design is being displayed to the user and the image container is selected, the cropping tool upon activation for displaying to the user both the entire base image and a cropping indicator positioned to indicate to the user the portion of the base image that is the current displayed image content of the selected image container in the displayed product design.

12. (cancelled)

13. (previously presented) The system of claim 11 further comprising means for allowing the user to modify the size of the cropping indicator relative to the base image.

14. (original) The system of claim 13 further comprising means for maintaining a fixed ratio of cropping indicator height to cropping indicator width during modification of the cropping indicator size.

15. (previously presented) The system of claim 13 further comprising means for updating the selected image container upon completion of a cropping indicator size modification to incorporate the portion of the base image indicated by the modified cropping indicator.

16. (previously presented) The system of claim 11 further comprising means for allowing the user to reposition the cropping indicator relative to the base image.

17. (previously presented) The system of claim 16 further comprising means for updating the selected image container upon completion of a cropping indicator size modification to incorporate the portion of the base image indicated by the modified cropping indicator.

18-20. (cancelled)

21. (previously presented) The method of claim 1 wherein the base image associated with the selected image container was not associated with the selected image container by the user.

22. (previously presented) The method of claim 1 wherein the at least a portion of the base image initially selected as the content of the selected image container was not selected by the user.

23. (previously presented) The method of claim 1 wherein any of the one or more image containers in the product design can be selected and customized independently of any other image container in the product design.
24. (previously presented) The method of claim 1 wherein the electronic product design is displayed to the user in response to selection by the user of one of a plurality of thumbnail images representing user-customizable electronic product designs.
25. (Previously Presented) The method of claim 1 further including allowing, by at least one processor, the user to select a different base image to be associated with the selected image container.
26. (Previously Presented) The system of claim 11 wherein the base image associated with the selected image container was not associated with the selected image container by the user.
27. (previously presented) The system of claim 11 wherein the at least a portion of the base image initially selected as the content of the selected image container was not selected by the user.
28. (previously presented) The system of claim 11 wherein any of the one or more image containers in the product design can be selected and customized independently of any other image container in the product design.
29. (previously presented) The system of claim 11 wherein the electronic product design is displayed to the user in response to selection by the user of one of a plurality of thumbnail images representing user-customizable electronic product designs.
30. (previously presented) The system of claim 11 further including allowing the user to select a different base image to be associated with the selected image container.

31. (Previously Presented) The method of claim 5 further comprising forwarding, by at least one processor, the electronic product design to a printer for printing.

32. (Previously Presented) The method of claim 7 further comprising forwarding, by at least one processor, the electronic product design to a printer for printing.

33. (Currently Amended) One or more computer-readable memory having computer-executable instructions thereon which, when executed by one or more processors, performs a method for facilitating user customization of the image content of an image container in an electronic product design, the method comprising

displaying an electronic product design to a user, the product design containing at least one user-customizable image containers, the image container having image content displayed to the user, the displayed image content of the image container being a portion of a base image;

while the product design is being displayed to the user, allowing the user to select the image container in the product design for customization of the portion of the base image to be displayed as the image content of the image container, and

while the product design is being displayed to the user and the image container is selected, allowing the user to activate a cropping tool for the selected image container, the cropping tool upon activation displaying to the user both the entire base image and a cropping indicator positioned to indicate to the user the portion of the base image that is the current displayed image content of the selected image container in the displayed product design.

34. (Currently Amended) A system for facilitating user customization of the image content of an image container in an electronic product design, the system comprising:

one or more processors; and

one or more computer readable media having computer-executable instructions embodied thereon, which, when executed by the one or more processors, performs a method for facilitating user customization of the image content of an image container in an electronic product design, the method comprising

displaying an electronic product design to a user, the product design containing at least one user-customizable image containers, the image container having image content displayed to the user, the displayed image content of the image container being a portion of a base image;

while the product design is being displayed to the user, allowing the user to select the image container in the product design for customization of the portion of the base image to be displayed as the image content of the image container; and

while the product design is being displayed to the user and the image container is selected, allowing the user to activate a cropping tool for the selected image container, the cropping tool upon activation displaying to the user both the entire base image and a cropping indicator positioned to indicate to the user the portion of the base image that is the current displayed image content of the selected image container in the displayed product design.